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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
(use as many sheets as necessary)
Sheet **1** of **2**

Application Number: **10/750,451**
 Filing Date: **December 31, 2003**
 First Named Inventor: **Ross KONINGSTEIN**
 Group Art Unit: **2611**
 Examiner Name: **Not yet assigned**

Attorney Docket No.: **Google-41 (GP-099-00-US)****U.S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. ¹	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear
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Examiner Signature		Date Considered	9-6-05
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 See attached kinds of U.S. Patent Documents. 3 Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16, if possible. 6 Applicant is to place a check mark here if English language translation is attached.

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Application Number: 10/750,451 Filing Date: December 31, 2003 First Named Inventor: Ross KONINGSTEIN Group Art Unit: 2611 Examiner Name: Not yet assigned
Sheet	2	of	2	Attorney Docket No.: Google-41 (GP-099-00-US)

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS				
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source		
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MJ	BN	"Acronym KeyWord? Search Engine Keyword Advertising," downloaded from http://www.acronym.com/html/ppc.html , 1 pg.		
MJ	BO	Clay, Bruce, "Search Engine Optimization," downloaded from http://www.bruceclay.com/web_rank.htm , 16 pgs.		
MJ	BP	"Google AdWords Keyword Match Advertising," downloaded from http://www.searchenginejournal.com/index.php?p=347&c=1 , 2 pgs.		
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Examiner Signature	M2A	Date Considered	9-6-05
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